

**Introduction:**

On September 10th, organisations affiliated to Befrienders Worldwide marked *World Suicide Prevention Day* with a variety of activities to raise awareness of mental health issues. Just a few of them are documented below:



**Africa**

*Botshabelo and Setshabelo Befrienders – South Africa*

- The Botshabelo and Setshabelo Befrienders hosted special information sessions on 10/9

*Befrienders Kenya – Kenya*

- Youth forum in Nairobi on Suicide and Suicide prevention
- Promoting Befrienders Kenya service

*Befrienders Mauritius – Mauritius*

- Activities in the north of the Island from August until the end of September
- Including awareness campaign and a 'Pacific March' to prevent suicide

***N/S/W Europe***

***SOS Help– France***

- SOS Help (Paris, France) joined six other human-care organizations in recognizing Worldwide Suicide Prevention Day 2014. Each organization hosted a table displaying services offered to the public by the organization. The exhibit tables were located at the market square near the Paris City Hall (Hotel de Ville).

***Australasia/Pacific***

***Samaritans Crisis Line (Subiaco) – Australia***

- Participation at State (Western Australia) Mental Health Commission special Ministerial Council on Suicide Prevention
- Participation in State Mental Health week in October

***Eastern Europe***

***Center SRCE – Serbia***

- Centre Srce in Novi Sad (North East of Belgrade) several activities on 10 September
- Including billboards and booth in main town square
- Public workshop and round table discussion

***Olsztyńskie Stowarzyszenie Pomocy Telefonicznej – Poland***

- Olsztynski Telefon Zaufania programmes in North East Poland covering 1.1 million people

***East Asia***

***Samaritans of Thailand – Thailand***

- Samaritans of Thailand co-hosting seminar on 'Suicide Prevention for the Vulnerable'



*Suicide Prevention Services (Hong Kong) – China*



- We will join a press conference which is organized by The HKJC Centre for Suicide Research & Prevention, The University of Hong Kong (The Samaritans in Hong Kong will join as well).
- Services will be introduced and suicide statistics will be shared.
- Besides, we will have a “Youth· I See” Photographic Exhibition to present photos & art work of our youth volunteers who have been trained to help to prevent youth suicide.
- Though the photos & art work to share the view of life and stimulate the participants to get to know their feeling and review their life.
- It would be held during 23-26 Sept 2014 in Hong Kong Culture Centre.

**Japan**

BW Tokyo Japan ; BW Miyazaki Japan; BW Osaka Japan; BW Kumano Japan

- Our 6 centres in Japan (4 members + 2 non-members) worked together from 6th September 0:00am to 8th by setting toll-free helpline.
- And some centres are planning to hand out people on streets pocket tissues with helpline telephone numbers in it on 10th September.
- Additionally BW Miyazaki Japan extends their opening hours from 9am to 8pm from on the days 8th to 12th Sept.
- BW Kumano is going to have lecture meeting by Minister Yoichi Fujiyabu who is running “Shirahama Rescue Network”.

**Samaritans of Singapore – Singapore**

In Singapore, SOS has organized a series of events and activities in September in conjunction with World Suicide Prevention Day.

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- Docu-drama - SOS has worked with Temasek Polytechnic on a project for their Diploma in Communications and Media Management students. The students produced 90-seconds long audio docu-drama to raise awareness that suicide is preventable. You can listen to the top three docu-drama here.
- Training - this year, SOS is launching a brand new training programme, the Critical Skills in Suicide Work (CSSW). CSSW is an advanced workshop for clinical practitioners who have some suicide intervention skills and knowledge and would like to continue to improve their knowledge, competence and confidence in working with suicidal clients. The 1-day workshop comprises of short lectures, case studies, group discussions, and exercises. With a deliberately small class size, learning is optimised with conducive dynamics and ample opportunities for optimal trainer and participants' interaction. Participants are welcomed to bring in their own case studies for group discussion and consultation.
- SOS will also conduct a Gatekeepers intervention Skills Workshop (GISW), Suicide Intervention Skills Workshop (SISW) and Suicide Postvention Skills Workshop (SPSW). All of the training programmes are conducted by trained SOS practitioners with local hands-on experience of working with suicidal clients and clients affected by suicide.

### *Malaysia- Befrienders Kuala Lumpur*

- We are organising a Public Forum on 27 September 2014. More info is available in the attached e-flyer. This forum is being organised in conjunction with WSPD with the support of the Ministry of Women, Family & Community Development.
- As for WSPD, we wrote a piece on suicide prevention, and it was published in 4 publications nationwide:

<http://www.freemalaysiatoday.com/category/opinion/comment/2014/09/09/suicide-prevention-the-way-forward/>

<http://www.thesundaily.my/node/271427>

<http://www.thestar.com.my/Opinion/Letters/2014/09/10/Do-more-to-tackle-suicide/>

<http://www.themalaymailonline.com/what-you-think/article/suicide-prevention-in-malaysia-the-way-forward-victor-tan>

- We were also interviewed on national TV news as well as radio. Unfortunately we are unable to get the recordings.

### *Befrienders Penang*

- We could not have any activities on 10 September as it is a working day. Instead, we co-organized 2 events under Suicide Prevention Campaign with Mental Health Coalition Penang:
- 1 Sept 7.00 - 9.30 pm; Public holiday - Workshop in Mandarin on Mindfulness to promote better mental health and prevent suicide
- 21 Sept 2.00 - 6.00 pm; Saturday -.Seminar in Mandarin and another in BM/English which will run simultaneously : Awareness Raising on Suicide Prevention. Targeted group: Volunteers from other agencies/organizations.

### *Befrienders Kota Kinabulu*

## **World Suicide Prevention Day - 10 September 2014**

- We will commemorate WSPD with public talk on 13th September in the town of Bongawan which is an hour drive from Kota Kinabalu . The activity is Talk and Seminar on 'Life is Precious' In line with the WSPD theme, we have adopted 'Kau Ok?' Which means R U OK? in English. We will be expecting around 350 participants or more comprising of community leaders, teachers and students. Doctors from the Ministry of Health will conduct talk on Suicide prevention and Living a healthy lifestyle . Participants will be given a T-shirt printed with 'Kau Ok?' Our hope is to encourage people to be more aware of the feelings of others and to be more empathetic to the emotions of others.

### *Befrienders Johor Bahru*

- Like many centres, we are unable to organise any activity today (10 September) as it's a working day.  
However, we do have 2 activities to commemorate this important day.
- On 6 September, 10 am-2 pm, The Befrienders of Johor Bahru participated in the "Health and Wellness Carnival" organized by Sunway College to celebrate their 10th anniversary. We set up a booth there. Beside distributing our flyers, we also carried out a depression screening test on that day and we received positive responses from participants.
- On 13 September, 10 am, will be the JB Befrienders' annual event, a treasure hunt themed "Hunt For Harmony" at Plaza Pelangi and Pelangi Leisure Mall. Now we already have 40 teams taking part in this event and we are looking forward to more teams. This event is not only to celebrate Befrienders Johor Bahru 8th anniversary this year but also deliver the message of suicide prevention.

### **South Asia**

#### **India**

##### *Sneha, Chennai*

- On the occasion of World Suicide Prevention Day - September 10, 2014 - SNEHA, had organized a function at Hyatt Regency, Chennai 06 at 5 pm to create awareness amongst the general public about the need to get connected to prevent suicides at several level and to help those feeling depressed or suicidal.
- In keeping with the theme, which reflects that connections are important at all levels to combat suicide SNEHA honoured some important persons of our community who have supported this cause at their level.
- Mr M.K. Narayanan, Former Governor of West Bengal was the Chief Guest and honoured
- Mr. Vikram Kapur, IAS, Chennai Corporation Commissioner - who readily accepted Sneha's request to raise the height of barricades on bridges in Chennai, identified as suicide hotspots and Ms. Ramya Kannan, City Editor, The Hindu, is a writer of repute on health and developmental issues. She has been involved in creating a handbook on guidelines for reporting suicide in the media, and has been diligently adhering to the WHO guidelines on portrayal of suicide in the media.

## **World Suicide Prevention Day - 10 September 2014**

- There was also a very good support and encouragement from all the print, audio and visual media about World Suicide Prevention day, and about suicide and its effects and about the services rendered by SNEHA.

### *Maithreyi, Pondicherry*

- We have conducted An awareness program among students of Indira Gandhi Arts & Science College, Kathirkamam 10th September 2014, 10.30 AM at the college premises.

### *Maithri, Kochi*

- Maithri Kochi conducted a motor bike rally in Cochin city on World Suicide Prevention Day for creating an awareness on prevention of suicide ,from Thripunithura to Marine Drive which is about 20 kms. The rally was flagged off by Sri.C.K.Uthaman, Circle Inspector of Police, Thripunithura . This rally was received by Sri.M.R.Ajith Kumar,I.P.S., Inspector General of Police, Ernakulam Range, at Marine Drive. He delivered Suicide Prevention Message at the concluding ceremony at Marine Drive. Dr.C.J.John, Chief Psychiatrist ,Medical Trust Hospital, Ernakulam and Trustee and Founder Director of Maithri addressed the mass and enlightened with tips for happy living in a brighter world. The rally was organised in association with Royal Riders Bullet Club. Placards displaying suicide prevention messages were displayed on bikes and Pilot Jeep. On the way, pamphlets of Maithri were distributed at several points.

### *Roshni, Hyderabad*

- 10th Sept event was observed in a grand manner. Massive coverage was extended by the media and phone has not stopped ringing.

### *Samaritans, Mumbai*

- On occasion of WORLD SUICIDE PREVENTION DAY, which is celebrated world-wide, Samaritans Mumbai participated actively, both on 9th and 10th September, in Mumbai.
- On 9th, in collaboration with Dept of Applied Psychology, Mumbai University, we conducted an awareness drive by staging street plays, flash mobs and distributing helpline numbers and talking ... to the people on the streets .



- People were told about suicide myths about suicide, warning signs shown by a suicidal person and the role of Samaritans Mumbai , in the field of Suicide prevention.
- On 10th Sept, there was a panel discussion which had personnel from the Police Dept, a Psychologist, a Professotr of Psychology and our senior volunteer.
- Audience was enlightened about the challenges faced by volunteers manning the helpline.
- We did a role play, and the audience could see how befriending on a Samaritans Helpline, actually made a difference to the emotional state of the caller.
- We also had invited a kathak danseuse, who had choreographed an item, titled STRUGGLE WITH THE SELF, on the theme of suicide prevention.
- The presence of Doordarshan Sahyadri channel, meant that the program has been covered and will be telecast during news hour today evening.
- The police personnel present were very much interested in collaborating with us, for future outreach programs. They want our volunteers to accompany them on their rescue missions for suicidal attempts.
- Thus Samaritans Mumbai was able to participate whole heartedly in the World Suicide Prevention Day celebrations, this year.

*Aasra, Navi Mumbai*

- Thank you for your interest in supporting the cause of Suicide Prevention. As you know AASRA has been pioneering in creating awareness on this issue and as part of our Suicide Prevention Week/Day activity we have organised a public event on 6th Sept 2014, 3 pm Saturday at HELP library, Ashish Building, Tardeo Do RSVP (through reply mail) your response so that we have a fair idea of how many of you are attending.
- Every 40 seconds someone dies due to suicide and many more attempt suicide – it can happen to anyone anywhere in the world. However, **suicides are preventable and** everyone can play a role. This can be a family member, friend or colleague who listens closely or encourages help seeking, a health worker who openly asks about suicidal thoughts or previous attempts, the community who identifies people at risk and provides support. It can also be a policy maker who takes leadership and brings different stakeholders together. AASRA Suicide Prevention(91-22-27546669 (24x7)), India, along with WHO's first World Suicide Report, IASP, Befrienders Worldwide and other like minded stakeholders as part of the World Suicide Prevention Day initiative, calls upon individuals, communities and countries to act now for preventing suicide.

You can be a part of this Initiative too

Cycle a kilometer everyday and spread the message.

Light a candle at 8pm on Sept 10th near your window to show you care too!

Organise an interactive event in your premises, school, college, institution, organisation to help people come out and talk about their

suicidal feelings

*Sumaitri, New Delhi .*

- Sumaitri observed World Suicide Prevention Day on 10th September. On 8th there was a bite by Vijay on FM gold, on 9th there was a talk by Naresh on FM rainbow and bite by Rajinder on FM gold again. On 10th we did 5 street plays at different places to spread the awareness. Same night IBN7 channel talked about Sumaitri and suicide prevention day for about 5/7 minutes. All programmes based on suicide prevention and awareness. Now we are flooded with calls and visits and mails.

*Lifeline Kolkata*

- Lifeline created awareness by distributing leaflets and pamphlets and by doing street plays at five locations. Lighting of candle, Interview of amitava on WSP Day on a local TV Channel.

*Jeevan, Jamshedpur*

Following programs are planned to observe WSP Day:

- All the schools of the Town have been requested to take out Rally of students in their respective areas on 10th Morning, carrying suitable placards. A list of appropriate "Slogans" for the same has been sent to them. Several schools have confirmed their participation.
- Schools have been requested to arrange special talks, skits, debates on this occasion. A few schools have already given confirmation.
- A novel scheme. All the Educational Institutions have been requested to participate in a competition and report the endeavour they have made during the year for managing stress in the students. The first Two best Institutions would be identified and awarded during our main program on 10.09.14 at SNTI Auditorium (Tata Steel)
- We are organizing a Press - conference on 9.9.14 to emphasize the importance of WSP Day program.
- A student Rally will start also from our Centre at 25, Q Road, Bistupur Area at 10 am on 10.9.14. Our Volunteers along with the students of Narbheram School, Bistupur would go round the Bistupur main Area, before terminating at the Auditorium of Narbheram School, where our volunteer would address the students.
- All the Clubs like Rotary, Lions and Giants have been requested to organize special programs for spreading awareness
- Our Main Program will start at 6pm on 10.9.14 at sNTI Auditorium of Tata Steel. Dr. Sanjay Agrawal, Head Psychiatric Dept of Tata Steel would share his findings of his survey on the causes of Suicides amongst the Jamshedpur student (here the rate is as high as 18%) and would also speak on this year's theme of WHO. The best two Educational Institutions would be given Awards during the program.
- Details from the following centres are awaited and will be sent to you on receipt from them.

*Pratheeksha, North Paravur*

- On 8th Sep, we contacted the office of local Malayalam news papers and gave them après release regarding the events of Sep 10. Three local news papers carried the press release. On Sep 10.
- We arranged for newspapers distributed locally, to carry a printed leaflet in Malayalam regarding suicide, BI and Pratheeksha. The news papers we read had the pamphlet.
- In a public meeting the local municipal leaders stressed that suicide was a crime against society, how to identify the suicidal and how Pratheeksha would help, with distribution of small cards containing the Tel No and address of the centre.
- All volunteers, and some trustees had a meeting in Pratheeksha and discussed how to improve the quality of our befriending. The measures to be taken to increase our publicity was also discussed.
- As in past years a decorated vehicle went round the town making announcements and distributing leaflets.
- It was decided to publish a brochure as a follow up of the day, the brochure was to be published by end Sept. The founder was given the task.

*Saath, Ahmedabad*

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*Sri Lanka*

- The theme for this year- Suicide Prevention: One World Connected Sri Lanka
- Sumithrayo-activities for one week at all branches
- Flags and posters sent to all 10 centres and distributed among public
- Distribution throughout country by rural programme including 10,000 copies of special booklet 'journey towards light'

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- SLS Kandy Branch – On the 10th Sep. they have arranged a special meeting at the centre to welcome the PVs and an awareness programme on World Suicide Prevention Day. Another programme - “What do we expect from a volunteer” would also enlighten the PVs on the caring service offered and the commitment expected from volunteers. A regional radio station that broadcasts in the hill country have invited Sumithrayo volunteers to speak on ‘suicide awareness’. On the 17th a Consultant Psychiatrist will speak on ‘Media and Suicide’ and a volunteer from Sumithrayo will speak on “What we expect from a Sumithrayo volunteer”. Flags will be distributed and poster placed in public places.
- SLS Panadura Branch – Flags will be distributed among the public and posters placed in appropriate places. A publicity drive – Sandwich poster walk has been planned with the assistance from young boys. They will walk around town handing out leaflets which carries the address of the centre and suicide awareness.
- SLS Bandarawela Branch – Apart from flag distribution and placing posters they will conduct an awareness programme on suicide in two schools.
- SLS Kurunegala Branch – Two male volunteers have already visited Provincial Council officers and conducted awareness programmes on suicide to staff in order that when they distribute the posters in government officers and public places they would be better assisted by the staff. The volunteers will visit an Elders Home on the 10th and also distribute flags to the public. The volunteers have accepted an invitation later in the week to speak to the youth who will be attending a Youth Camp. Flags will be distributed here too.
- SLS Mawanella Branch – They have planned a big event to mark WSP Day. Sumithrayo has invited 80 Buddhist Sunday School teaches who conduct classes for hundreds of young children. Many others from government institutions were also invited by several institutions which will make this a big public event, expecting around 500 people. The 3rd speaker will be from Sumithrayo and the subject will be on ‘Suicide Awareness and how Sumithrayo can help.’ They have also received donations of food and drink and stationary to be distributed among the audience. As all the centre volunteers would be engaged in the event they have invited ex volunteers to support them by distributing flags in and around the centre and town.
- SLS Kohuwela Branch – Flags will be distributed at public places by volunteers. They have also ear marked public places to place the posters. Distributing flags on every WSPD at a near by General Hospital has created awareness among the hospital staff.
- SLS Panduwasnuwera Branch- A selected volunteer will conduct an awareness programme on Suicide prevention to school children. Leaflets will be distributed

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among parents and students. Flags will also be distributed. At 6.30 pm they will be lighting lamps to remember the loved ones who gave up on life. They hope to ask families in the area who had lost a love one to suicide to participate with the volunteers. Befriending the grieving/ creating awareness/ support/ and care given by Sumithrayo volunteers. Posters will be placed accordingly.

- SLS Matale Branch – The volunteers have planned to visit government institutions to place posters and also to distribute flags in the town and other areas.
- SLS Negombo Branch – As the centre is inside a large complex the distribution of flags will be beneficial especially to students. The posters will be placed in appropriate places.
- SLS Jaffna Probationary Branch – Volunteers hope to conduct awareness programmes at the Jaffna Central Bus Station- on ‘Suicide IS preventable’ Along with distribution of flags and placing posters.

### **Latin America**

*Centro de Valorização da Vida – Brazil [67 affiliated centres]*

*Brazil - CVV*

- The National Congress was lit yellow on Wednesday September 10th night, defined by the World Health Organization (WHO) as the World Suicide Prevention Day. The initiative, which included several public buildings in the country, was part of a campaign by the Federal Medicine Council and the Brazilian Association of Psychiatry. The yellow lighting remained in the Congress until Sunday September 14th as part of the campaign, the organizers suggested that yellow balloons were placed in the windows, doors and entrances of the buildings.
- Other activities:
- Brasília – DF – 3rd Suicide Prevention Journey in Federal District.
- 4th International Symposium on Suicide Prevention
- São Caetano – SP – 3rd Suicide Prevention Seminar.
- Curitiba – Paraná – Debate on Suicide Prevention (below)



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- CVV Volunteers meeting in Brasilia, September 12-14 , to attend the 4th International Symposium on Suicide Prevention.(below)



### *Cuiabá – MS*

- Valuation of Life Meeting – An event that lasted all month involving the community with activities as lectures, parades and educational movies exhibition.
- March for life, widely reported by the media, counted with a number of 150 people.
- Life Valuation Action was an event performed in a Public Square with the participation of different institutions who work with life valuation.

### *São Paulo – SP*

The week of life valuation in São Paulo was performed from 09/05 to 09/11 with the following activities:

- Zippy's Friends workshop - with the audience of 180 children.
- Lecture with the theme: Knowing how to Listen.
- Lecture with the theme: Volunteering as a process of life valuation.
- Lecture - Topic: Depression, unipolarity and bipolarity .
- Lecture: Suicide Prevention.
- Night Hike for Life Valuation, held in São Paulo downtown with around 200 people.

### *Santo André – SP*

- Hug day
- With a tender way to value life Santo André Center created the Hug Day.
- Lecture held at São Paulo Volunteer Center to mark the World Suicide Prevention Day. Crowded Auditorium. (below)



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- 388 contacts all over the country requesting interviews and lectures were performed.
- Many radio and television station interviews were given in all Brazil.

Volunteers from CVV Macapá, on September 10th , distributing folders and talking to the community about the "World Suicide Prevention Day". They emphasized that sometimes all a person needs is a little attention. (below)



Suicide Prevention Debate on September 10th - Curitiba PR (below)

